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THE Coca-Cola COMPANY

Train Like an Olympic Athlete with Powerade

Powerade Launches the Powerade Sports Academy with John Amaechi and Mechelle Lewis Freeman

ATLANTA--(BUSINESS WIRE)-- Powerade, the Official Sports Drink of the London 2012 Olympic Games, is offering athletes from around the world the unique opportunity to train with professional athletes and coaches at the Powerade Sports Academy during London 2012.

As part of the Powerade “Power Through” campaign for London 2012, **amateur athletes who live and breathe sports every day** will win the chance to attend the week long Academy. There, specialist coaches and athletes including Olympic Athlete and former World Champion Mechelle Lewis Freeman (US), NBA basketball star John Amaechi (GB) and Great Britain’s head Olympic swimming coach Ben Titley (GB) will tailor sessions to strengthen and condition participants to become better all-round athletes.

The Powerade Sports Academy will focus on teaching skills in five different Olympic sports – athletics, swimming, football, cycling and basketball – and will include a program of inspirational lectures and tips on training and hydration, as well as meals designed specifically for the Academy by leading nutritionist Beatriz Boullosa.

John Amaechi comments, “The Powerade Sports Academy is designed to give people who are passionate about sport a taste of life as a world class athlete. Coaches step in at that moment when athletes hit the wall and think they can’t go on. You could say that Powerade provides a similar type of motivation - helping to push athletes from breaking point to breaking through. I’m looking forward to meeting the participants and coaching them to be the best they can be at the Academy this summer.”

“Power Through Campaign”

The Powerade Sports Academy is part of the global Powerade “Power Through” campaign for London 2012. “Power Through” was inspired by sports coaches, the driving force behind sporting talent all over the world. Without coaches, talent wouldn’t be spotted and developed, and athletes wouldn’t be challenged. The “Power Through” integrated marketing campaign will reach more than 35 markets with an inspirational story that is spread through TV, out-of-home and print ads, digital experiences and in-store merchandising.

Bachir Zeroual of Powerade comments, “All athletes have moments of doubt where they’re not sure if they can go on – whether they’re professional or amateur. Ultimately, it’s the ability to go from “I can’t” to “I can” that defines us as athletes, and very often it’s the belief and motivating voice of a coach that pushes athletes to achieve their potential. Our “Power Through” campaign celebrates the role of coaches, so we’ve organised the Powerade Sports Academy to give amateur athletes the opportunity to train with professional coaches and athletes in order to push themselves and see what they can achieve.”

Powerade on the field of play and at the Olympic Athletes' Village

As Official Sports Drink of the London 2012 Olympic Games, Powerade will be front and center at London 2012, hydrating more than 10,000 athletes across 26 sports on the field of play both in training and game venues. In addition to providing product on the field of play, the 'Powerade Hydration Center' inside the Globe at the Olympic Athletes' Village will allow athletes to customize their own Powerade Sports Bottles, order the Powerade PRO Sports Hydration powder and get hydration tips to help them **perform**.

Hydration Coach App

As part of "Power Through," a specially designed version of the Powerade Hydration Coach app will be made available to help athletes keep hydrated in training and in competition. The app creates a profile for each user and calculates a 'Hydration Score,' which informs users how much they need to hydrate. The app also allows users to create routes and 'check in,' with several London landmarks to plan running, walking or cycling routes. The Powerade Hydration Coach app will be available for download on iTunes and Android App stores.

Notes to Editors

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, the world's most valuable brand, our Company's portfolio features 15 billion dollar brands including Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, Powerade, Minute Maid, Simply, Georgia and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.8 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system employees. For more information, please www.thecoca-colacompany.com or follow us on Twitter at twitter.com/CocaColaCo.

About Powerade

POWERADE combines carbohydrates and electrolytes with fluids for energy and hydration. It quenches thirst and replenishes minerals and carbs lost during sports or other intense activities.

About the Powerade Sports Academy Athletes

John Amaechi is a former US basketball player, born in England. He retired from the NBA in 2007 after playing with teams including Orlando Magic and Utah Jazz. He currently works as a psychologist, educator and political activist in Europe and the United States.

Mechelle Lewis Freeman (US) is a 2008 Athletics Olympian, 2007 World Champion and 2007 Pan American double Silver Medallist. Her events include the 100 metres and the 4x100 metre relay.

About the Amaechi Basketball Centre

Greater Manchester Community Basketball was established in 1997, based at Trafford Basketball Centre in Sale, and is a not-for-profit organisation that has charitable status.

By 2001, the Club had developed significantly, outgrowing Trafford Basketball Centre. To help make up the shortfall in capital needed to expand the facilities, John Amaechi kindly donated a proportion of his own money to help with the expansion and complete the only 3-court facility in the UK, specific for basketball.

In July 2002, Amaechi Basketball Centre opened, consisting of - a 3-court basketball hall, ten outdoor 5-a-side football pitches, health and fitness suite, dance activity studio, office accommodation, reception, conference room, cafe bar area and associated changing facilities.

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